



NIIW

2004: The 10<sup>th</sup> Anniversary of NIIW

National Infant Immunization Week

Working together with Vaccination Week in the Americas

April 25-May 1, 2004

Theme: "Vaccination: An Act of Love"

"Love them. Protect them. Immunize them."

**At a glance:** *National Infant Immunization Week (NIIW)* is an annual observance to promote the benefits of immunizations and to improve the health of children two years old or younger. Since 1994, *NIIW* has provided an excellent opportunity for local and state health departments, national immunization partners, health care providers, and community leaders from across the country to highlight the positive impact of immunization on the lives of infants and children and to call attention to immunization achievements. As we celebrate the 10<sup>th</sup> anniversary of NIIW, the CDC is pleased to expand our immunization efforts and to be a part of an historic event. For the first time ever, childhood immunization and access to health services will be promoted concurrently in all countries in the Americas through the Pan American Health Organization's *Vaccination Week in the Americas (VWA)*, April 24-30.

More than 35 countries in the Western Hemisphere will work together on this unprecedented event, to highlight the need for routine vaccinations and to promote access to health services for infants and children during the last week in April. To kick off the partnership between *NIIW* and *VWA*, bi-national awareness and education events are being planned in conjunction with PAHO and the US-Mexico Border Health Commission in sister city sites along the US-Mexico border including San Diego, California – Tijuana, Mexico and El Paso, Texas and Ciudad Juarez, Mexico.

These border communities will join over 500 communities from across the United States to participate in NIIW and VWA by planning community awareness and media events to promote infant immunizations to parents, caregivers, health care providers, and their communities. Join in the celebration—create your own *NIIW* event and help to ensure that all children in your community and throughout the Western Hemisphere have a healthy and safe childhood free from vaccine-preventable diseases.